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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/636,393	08/09/2000	Nizar Allibhoy	21143-7002	5554
7590	05/25/2005			
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN, LLP 12400 WILSHIRE BLVD. SEVENTH FLOOR LOS ANGELES, CA 90024			EXAMINER	
			BACKER, FIRMIN	
			ART UNIT	PAPER NUMBER
			3621	

DATE MAILED: 05/25/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/636,393	ALLIBHOY ET AL.	
Examiner	Art Unit		
Firmin Backer	3621		

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 08 April 2005.

2a) This action is **FINAL**. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-50 is/are pending in the application.
4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 1-50 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.

 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) All b) Some * c) None of:
1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)
2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____

4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ .
5) Notice of Informal Patent Application (PTO-152)
6) Other: _____ .

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on April 8th, 2005 has been entered.

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless -

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

3. Claims 1-50 are rejected under 35 U.S.C. 102(e) as being anticipated by Ben-Shaul et al (U.S. PG Pub No. 2002/0010798).

4. As per claims 1, Ben-Shaul et al teach a method of controlling a financial transaction between a receiver and a content provider occurring over a network operated by a network operator, wherein the content provider offers enhanced content programming relating to the financial transaction, the method comprising intercepting a user request for the enhanced content

programming, the user request originating in the receiver, wherein the intercepting is performed by a third party (*software or hardware module, edge server, 72*) (*see figs 7 and 8, paragraphs 0180, 0214, 0220*), permitting (*permitting*) the enhanced content programming (*the content*) to be provided (*downloading*) to the receiver in response to the user request only if the content provider is an authorized content provider, wherein the permitting is performed by the third party (*see paragraph 0426*); and storing information relating to the enhanced content programming provided to the receiver in response to the user request, wherein the storing is performed by the third party (*see paragraphs 0022, 0072, 0107*).

5. As per claims 2, Ben-Shaul et al teach a method further comprising determining if the content provider is authorized by the network operator to offer enhanced content programming over the network (*see paragraph 0426*).

6. As per claims 3, Ben-Shaul et al teach a method further comprising of monitoring for triggers within the enhanced content programming (*see paragraphs 0190, 0211, 0327*).

7. As per claims 4, Ben-Shaul et al teach a method further comprising terminating the user request after the intercepting if the content provider is unauthorized (*see paragraph 0414*).

8. As per claims 5, Ben-Shaul et al teach a method further comprising intercepting a supplemental user request, the supplemental user request originating in the receiver, wherein the intercepting is performed by the third party; storing the supplemental user request, wherein the

storing is performed by the third party; and requesting supporting information from the content provider for the supplemental user request, wherein the requesting is performed by the third party (*see paragraphs 0022, 0072, 0107*).

9. As per claims 6, Ben-Shaul et al teach a method further comprising of providing the supporting information to the receiver upon request (*see paragraph 0152*).

10. As per claims 7, Ben-Shaul et al teach a method further comprising intercepting a request to finalize the supplemental user request, the request to finalize the supplemental user request originating in the receiver, wherein the intercepting is performed by the third party, finalizing the supplemental user request, wherein the finalizing is performed by the third party; and supplying the content provider with finalized supplemental user request information (*see paragraphs 0022, 0072, 0107*).

11. As per claims 8, Ben-Shaul et al teach a method of motoring a network transaction between a user receiver and a content provider, the method comprising intercepting a user request directed at the content provider by the user receiver; appending additional parameters to the user request; directing the appended user request to the content provider, intercepting a user request response directed at the user receiver by the content provider, wherein the user request response comprises at least a portion of the network transaction, extracting transaction information from the intercepted user request response; and forwarding the user request response

by the third party to the user receiver (*see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214*).

12. As per claims 9, Ben-Shaul et al teach a method further comprising of initially receiving enhanced content programming from the content provider within the user receiver, and wherein the user request is formed by of interacting with the content provider through the user receiver (*see paragraphs 0180, 0214*).

13. As per claims 10, Ben-Shaul et al teach a method further comprising of recognizing a trigger within the enhanced content programming, the recognizing performed prior to of intercepting the user request (*see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214*).

14. As per claims 11, Ben-Shaul et al teach a method wherein of intercepting the user request further comprises appending an address to a third party controller to the intercepted user request and directing the intercepted user request to the third party controller, wherein the third party controller performs of appending additional parameters to the user request (*see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214*).

15. As per claims 12, Ben-Shaul et al teach a method of appending a marker to the user request response by the content provider, wherein the third party uses the marker to intercept the user request response (*see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214*).

16. As per claims 13, Ben-Shaul et al teach a method of determining if the content provider is authorized to provide enhanced content programming to the user receiver ((*see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214*).
17. As per claims 14, 15, Ben-Shaul et al teach a wherein the determining is performed prior to the first intercepting and after the user request is intercepted by the third party ((*see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214*).
18. As per claims 16, Ben-Shaul et al teach a method of terminating the network transaction between the user receiver and the content provider if the content provider is unauthorized ((*see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214*).
19. As per claims 17, Ben-Shaul et al teach a method of forwarding the appended user request to a substitute content provider if the content provider is unauthorized ((*see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214*).
20. As per claims 18, Ben-Shaul et al teach a method of storing the extracted transaction information.
21. As per claims 19, Ben-Shaul et al teach a method of initiating a purchase from the content provider by the user receiver; and entering the initiated purchase into a data base controlled by a third party (*see paragraphs 0180, 0214*).

22. As per claims 20, Ben-Shaul et al teach a method of displaying information pertaining to the initiated purchase on a display screen coupled to the user receiver (*see paragraphs 0190, 0211, 0327*).

23. As per claims 21, Ben-Shaul et al teach a method of displaying at least one advertisement on the display screen simultaneously with the information pertaining to the initiated purchase (*see paragraph 0426*).

24. As per claims 22, Ben-Shaul et al teach a method wherein at least one advertisement includes linking information to a specific content provider. (*see paragraph 0414*)

25. As per claims 23, Ben-Shaul et al teach a method of directing a request for additional information pertaining to the initiated purchase to the content provider, wherein the directing is performed by the third party receiving the additional information from the content provider by the third party; and storing the additional information in the third party controlled data base (*see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214*).

26. As per claims 24, Ben-Shaul et al teach a method of directing a request for updated information pertaining to the initiated purchase to the content provider, wherein the directing is performed by the third Party, receiving the updated information from the content provider by the

third party; and storing the updated information in the third party controlled data base ((*see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214*).

27. As per claims 25, Ben-Shaul et al teach a method of requesting finalization of the initiated purchase by the user receiver; finalizing the initiated purchase with the user receiver, wherein the providing final purchase information to the content provider by the third finalizing is performed by the third party; and party ((*see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214*).

28. As per claims 26, Ben-Shaul et al teach a method of requesting finalization of the initiated purchase by the user receiver, wherein the requesting is performed prior to the finalizing (*see paragraph 0414*).

29. As per claims 27, Ben-Shaul et al teach a method of obtaining supplemental information from the user by the third party in order to complete the finalizing (*see paragraph 0414*).

30. As per claims 28, Ben-Shaul et al teach a method of controlling a network transaction comprising directing enhanced broadcast information via a network to a plurality of receivers, wherein the network is controlled by a network operator, and wherein at least a portion of the enhanced broadcast information is provided by at least one content provider, detecting triggers within the portion of the enhanced broadcast information provided by the at least one content provider, wherein the detecting is performed by a third party; intercepting by the third party a

user request directed at the at least one content provider from a receiver of the plurality of receivers coupled to the network, directing the intercepted user request to a third party controller, appending third party parameters to the intercepted user request; directing the appended user request to the at least one content provider; appending third party markers to a response to the appended user request, wherein the appending is performed by the at least one content provider; directing the appended response to the receiver; detecting by the third party controller the third party markers appended to the response, and storing transaction information provided by the at least one content provider in the response, wherein the storing is controlled by the third party controller (*see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214*).

31. As per claims 29, Ben-Shaul et al teach a method of appending information to the intercepted user request prior to directing the intercepted user request to the third party controller (*see paragraph 0426*).

32. As per claims 30-32, Ben-Shaul et al teach a method, wherein the information appended to the intercepted user request is comprised of a third party controller address, receiver capabilities and user profile associated with the receiver (*see paragraphs 0190, 0211, 0327*).

33. As per claims 33-36, Ben-Shaul et al teach a method wherein appended third party parameters comprised of a network specification, a receiver specification, a user profile associated with the receiver and a set of network operator business rules (*see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214*).

34. As per claims 37, Ben-Shaul et al teach a method of initiating a user financial transaction through the receiver with the at least one content provider, storing information pertaining to the user financial transaction in a third party controller data base and displaying at least a portion of the stored information on a display screen coupled to the receiver (*see paragraph 0414*).

35. As per claims 38, 39, Ben-Shaul et al teach a method of displaying at least one advertisement on the display screen simultaneously with the portion of the stored information and includes linking information to a specific content provider (*see paragraphs 0190, 0211, 0327*).

36. As per claims 40, Ben-Shaul et al teach a method requesting additional information on the user financial transaction from the at least one content provider, wherein the requesting is performed by the third party controller, receiving the additional information from the at least one content provider and storing the additional information (*see paragraphs 0190, 0211, 0327*).

37. As per claims 41, Ben-Shaul et al teach a method of finalizing the user financial transaction through the receiver, wherein of finalizing is executed between the receiver and the third party controller, and providing finalized user financial transaction information to the at least one content provider by the third party controller (*see paragraphs 0190, 0211, 0327*).

38. As per claims 42, Ben-Shaul et al teach a network-based system for providing enhanced content programming to a user, the system comprising a network a content provider coupled to the network, wherein the content provider supplies the enhanced content programming a receiver coupled to the network, the receiver capable of receiving the enhanced content programming, a display coupled to the receiver for displaying the enhanced content programming to the user; third party means for intercepting a request initiated by the receiver and directed at the content provider, third party means for appending operational parameters to the request, third party means for directing the appended request to the content provider; third party means for intercepting a response to the request initiated by the content provider; and a database coupled to the network and the third party means for storing intercepted response information (*see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214*).

39. As per claims 43, Ben-Shaul et al teach a network-based system wherein third party means for intercepting the request further comprising third party means for appending an address for a third party controller to the request, wherein the request is directed at the third party controller (*see paragraphs 0190, 0211, 0327*).

40. As per claims 44, Ben-Shaul et al teach a network-based system the third party means for intercepting the request further comprising third party means for monitoring transactions between the receiver and the content provider (*see paragraph 0426*).

41. As per claims 45, Ben-Shaul et al teach a network-based system wherein the third party monitoring means detects triggers contained within the enhanced content programming (*see paragraph 0414*).

42. As per claims 46, Ben-Shaul et al teach a network-based system wherein the third party controller displays information on transactions between the user and the content provider on the receiver coupled display (*see paragraph 0426*).

43. As per claims 47, Ben-Shaul et al teach a network-based system wherein the third party controller displays advertisements simultaneously with the transaction information (*see paragraphs 0180, 0214*).

44. As per claims 48, Ben-Shaul et al teach a network-based system wherein the third party controller obtains supplemental information from the content provider pertaining to transactions initiated between the user and the content provider (*see paragraphs 0180, 0214*).

45. As per claims 49, Ben-Shaul et al teach a network-based system wherein the receiver is selected from the group consisting of set-top boxes, telephones, PDAS, and computers ((*see figs 7 and 8, paragraphs 0220, 0072, 0107, 0180, 0214*).

46. As per claims 50, Ben-Shaul et al teach a network-based system wherein the network is selected from the group consisting of cable, fiber optics, telephone lines, terrestrial broadcast systems, and satellite broadcast systems (*see paragraph 0414*).

Response to Arguments

46. Applicant's arguments filed October 12th, 2004 have been fully considered but they are not persuasive.

a. Applicant argue that the prior art fail to teach an inventive concept of using an authorized third party to intercept requests from an end user. Instead, according to the Applicant, the prior art uses an edge server is deployed to receive redirected attempts to connect to the origin server. Applicant further indicate that the edge servers are simply extensions of the origin server (a principal) or copies of the origin server at a different physical location (e.g., at an internet service provider) but are still owned/operated by the principal. Therefore, these edge servers cannot be considered a third party. Examiner respectfully disagrees with Applicant's characterization of the prior art. Ben-Shaul et al teach in some preferred embodiments each origin site has a set of subordinate edge servers which are geographically distributed and reside in the "edges" of the internet. There are two kinds of edge servers public edge servers, which reside in internet service provider facilities (ISPs) and serve individual end-users, and dedicated edge servers, which are located within a possibly secured private domain such as an organizational intranet. They may be privately owned or supplied by ISPs as customer premise

equipment (CPE). *Unlike conventional content delivery and distribution servers, which are shared among content providers and controlled by a centralized content delivery and distribution provider, each edge server is dedicated to its own content provider and is controlled by it (emphasis added)*. This approach does not exclude the option to host several virtual edge servers under the same physical host edge server, similar to web hosting. But each virtual edge server is separately managed and controlled by its own origin site. This approach does not exclude the option that part or all the control over the delivery process and each edge server is *defined at the target site where the edge server resides or from a third party site*. Such multiple sources of control may work in cooperation with the origin site. Optionally the sources of control can be realized by separate policy servers linked to the third party site or to the origin site. Subsidiary links to the edge server may be provided as well. Applicant further argue that the prior art fail to teach permitting the enhanced content programming to be provided to the receiver in response to the user request only if the content provider is an *authorized* content provider. Examiner respectfully disagrees with Applicant. Ben-Shaul teach a that the edge server a subordinate software server that resides in an "edge" of the internet (e.g., at an internet service provider) and provides enhanced content delivery services to users on behalf of one or more origin servers. Furthermore content providers can use the system in order to enhance their services and content delivery to end-users, either in a business-to-customer or a business-to-business scenario. Internet service providers can host or outsource edge servers for content providers, and may add local service profiles, in addition to the profiles defined by content providers and end users. Local profiles can improve the

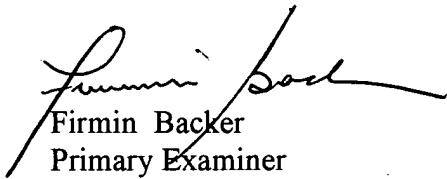
internet service provider service to content providers and end users, both consumer and businesses. Ben-Shaul further teach that the Edge is a standard DNS server and needs no special capabilities. An HTTP request from the client is directed to the origin server. The EdgeDNS is configured to zone forward DNS resolution requests in predetermined zones within regional.znn.com to the root DNS server, while other zones will be resolved to a local IP address of an edge server, such as the client regional DNS server. *This is done by configuring the Edge as an authoritative DNS server for these particular zones, but without registering it as such in the root DNS server system.* The configuration of the Edge and its coordination with the client regional DNS server is controlled by DNS directives that originate from one or more policy control servers. In addition each DNS server located at the sub-network where the Edge resides is configured to direct requests for the zone regional.znn.com to the Edge. This can optionally be accomplished in a master-slave relationship, where the master is the Edge and the slave is the client regional DNS server. Such a registration is accomplished manually or automatically the Edge.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Firmin Backer whose telephone number is (571) 272-6703. The examiner can normally be reached on Mon-Thu 9:00 AM - 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Trammell can be reached on (571) 272-6712. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Firmin Backer
Primary Examiner
Art Unit 3621

May 19, 2005